



How did you get your start in public relations? Who or what are some of your influences?

My first job was in the PR department at HarperCollins Publishers. My boss was from Texas, and I think that really helped me to get the job. I was pretty much hooked from my first day.

You know, this sounds really corny, but my parents are my biggest influence. They both always told me I could do anything I ever wanted. My Mom went back to school when she was 50 to get her Ph.D. in Public Health, and both have led by their example: always challenge yourself. I would never have had the courage to start my own agency if they had not been my parents.

What led you to start your own firm?

It really was not all that planned. I had lived in NYC for over 10 years, and my husband and I just had a daughter and thought it was time to move back to Austin. At the time, there really were not many PR agencies in Austin and certainly none that did lifestyle/entertainment PR, and so I started Giant Noise to pretty much give me a job. When I moved I was head of PR at sister magazines Vibe and Spin, and they came on as my first clients. And I guess you can say the rest is history. I was too stupid to know any better.

What is the greatest challenge you've face throughout your career?

Owning an agency is hard work. I love it, but making sure your staff and clients are happy is what keeps me up at night.

You have a diverse client list that includes: restaurants, media outlets and music festivals. What is unique about working with Giant Noise?

So many agencies are specialists at one or two things. I really believe that the diversity of our client list is what makes us so special. We look at a project with a completely different lens. Chefs love music festivals, and artists love eating; we reach out to media across all channels, never sticking to just one. I don't know one person who reads the same things that I do, and the media landscape has changed so much. You have to be everywhere to get noticed.

How has your initial vision evolved since you started Giant Noise?

Social media plays such a huge roll in the success of a PR campaign. Our social media team is now seven people in two cities. I imagine social media will be bigger than PR in another five years, and that's very exciting.

What's the most important advice you can give someone aspiring to work in PR?

Intern, intern, intern and read, read, read. If you do not like to consume media, you are not in the right business.

What are three things people might now know about you?

I have two daughters whom I love deeply. I also have a journalism degree from UT, and I really hate parsley.

You are fortunate to live in a city that boast live music 7 days a week . What is your favorite live music venue in Austin?

I could never pick just one of my favorite Austin live music venues, but I like Mohawk and Antone's quite a bit.

Who are some of your favorite Austin musicians?

Drew Smith and David Garza are some of my favorite Austin musicians. And I am always a sucker for Spoon.